

# News Release

## New Jersey Meadowlands Commission



*Contact:* Nancy Benecki, Public Information Assistant  
(201) 460-4662 nancy.benecki@njmeadowlands.gov

FOR IMMEDIATE RELEASE:

January 25, 2006

### NJMC to Revive River Festival

LYNDHURST, N.J. – Continuing its dedication to establishing the Meadowlands as a premiere eco-tourism destination, the New Jersey Meadowlands Commission today announced that “Meadowfest,” a celebration of the Hackensack River, will take place on June 10 at Laurel Hill Park in Secaucus.

“I am proud to announce the revival of the successful Meadowlands festival and its new name, Meadowfest,” said NJMC Chair and New Jersey Department of Community Affairs Acting Commissioner Susan Bass Levin. “We have listened to our residents and not only are we bringing back this successful event, which has helped establish the District’s new vibrant identity, but it will be bigger and better.”

The NJMC today approved a \$110,000 grant to the Meadowlands Liberty Convention Visitors Bureau (MLCVB) – established through extensive NJMC support – to operate and organize the event, which will take the place of the discontinued Riverfest. An estimated 10,000 visitors attended the last Riverfest, which was held in 2004.

The day-long Meadowfest will bring a stronger environmental element to the festivities, which will feature educational booths about the Hackensack River and the plants and animals of the Meadowlands, as well as entertainment, games, music, food and more. There also will be narrated pontoon boat tours along the Hackensack River that will run throughout the day. Prior to the day’s events, the MLCVB will also host the first Meadowlands Triathlon, which will feature bicycling, running and canoeing/paddling events.

“While the NJMC has redirected its energy on an increasing number of major policy initiatives over the last year, it also gave us time to think about how we could take Riverfest, which was a successful and fun event, and turn it into something more,” said NJMC Executive Director Robert Ceberio. “With the added component of the triathlon and the support from the Meadowlands Liberty Convention Visitors Bureau, Meadowfest will become a wonderful, annual celebration of the recovery of the Hackensack River that will reach even more people in and beyond the Meadowlands District.”

The Meadowlands Liberty Convention and Visitors Bureau was created with a \$225,000 grant from the NJMC with the purpose of encouraging more people to take advantage of the eco-tourism, entertainment and other opportunities in the Meadowlands District, thus expanding and diversifying the District’s economic base and developing a synergy between environmental conservation and economic growth.

#####